

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 713439
Alt Order #: 6314362
Product Desc: FRIENDS OF C MACK
Estimate: 467
Flight Dates: 09/17/12 - 09/21/12
Original Date / Rev: 09/13/12 / 09/13/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: McLaughlin & Associates/ POL
Buying Contact:
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Mack, C/ R / Senate
Demographic: A65+
Product Codes: IS-Candidate/US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	12	\$4,660.00	\$3,961.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$4,660.00	\$3,961.00	0.00
Totals	12	\$4,660.00	\$3,961.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	27%	\$4,660.00
Market	100%	\$17,259.26

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	41%	\$7,076.30
WJXX	3%	\$517.78
WTEV	29%	\$5,005.19

New

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/17/12	09/18/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MT-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		2				\$80.00		0.00			
E 2	WTLV	09/17/12	09/20/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-T---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-T---		3				\$225.00		0.00			
E 3	WTLV	09/19/12	09/21/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$275.00		0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/17/12	09/17/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$1,000.00		0.00			
E 5	WTLV	09/19/12	09/19/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--W----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$1,200.00		0.00			
E 6	WTLV	09/18/12	09/20/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-T---		2				\$400.00		0.00			
Totals														12	\$4,660.00